

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY KUWAIT

UNCLAS STATE 042825

E.O. 11652: N/A

TAGS: BEXP, EAGR, KU

SUBJECT: USDA FOOD SHOW PREPARATIONS

REF: (A) KUWAIT 0679, (B) KUWAIT 0815, (C) STATE 036075

1. PROMPT RESPONSE TO REF (C) MOST APPRECIATED. ADDITIONAL FIRMS NOW BEING SOLICITED FOR THIS SHOW, SHIPPING INSTRUCTIONS BEING SENT TO THOSE ALREADY SIGNED UP, AND MODEST ADVANCE PR PROGRAM INITIATED. INITIAL ANNOUNCEMENT AND BLANK ENVELOPES WILL BE SUPPLIED POST PER PARAGRAPH 6 REF A. A SECOND MAILING IS ANTICIPATED AND SAME PROCEDURE WILL BE FOLLOWED. THIS MAILING WILL BE AN INVITATION TO ATTEND THE EXHIBIT.

2. PROPOSED CONTRACT WITH HILTON RECEIVED. ASSUME CONTRACT WILL BE SIGNED BY POST CONTRACTING OFFICER. SINCE US GOVERNMENT RENTING SPACE WOULD THINK HILTON AGREEABLE TO FOREGO DEPOSIT FOR DAMAGE. CONTRACT COULD INCLUDE STATEMENT THAT EXHIBIT ROOM WILL BE RETURNED TO ITS ORIGINAL CONDITION. OTHERWISE AGREEMENT APPEARS SATISFACTORY.

3. FAS AGREEABLE TO WOMEN'S LEAGUE SETTING UP BICENTENNIAL
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BOOTH AT EXHIBIT AT THEIR EXPENSE. FURTHER AGREEABLE TO

MAKING 3 TO 500 DOLLARS AVAILABLE TO BE USED FOR DECORATING MATERIALS TO TIE EXHIBIT AND HOTEL PROMOTION TOGETHER. IN THIS REGARD WE ASKING FAS/TOKYO TO SEND VARIETY OF ENGLISH BICENTENNIAL DECORATION MATERIALS TO KUWAIT. ITEMS INCLUDE APRONS, FLAGS, BADGES, AND ASSORTMENT OF RED, WHITE AND BLUE BUNTING MATERIALS. CHECKING ON AVAILABILITY OF SUITABLE UNIFORMS FOR EXHIBIT WORKERS AND POSSIBLY FOR USE OF DINING-ROOM EMPLOYEES. IF NOTHING AVAILABLE COULD COSTUMES BE MADE KUWAIT. AT WHAT COST?

4. AIRMAILING LIST OF FIRMS AND PRODUCTS TO BE INCLUDED IN SHOW TO DATE. WILL CABLE ADDITIONS TO THIS LIST. HOPEFUL OF PRINTING SHOW CATALOG WASHINGTON IF TIME PERMITS. ALTERNATIVE WOULD BE TO XEROX LIST FOR HANDOUT AT ENTRANCE. NEARLY ALL POSTS IN REGION NOTIFIED BY CABLE OF SHOW AND EACH WILL BE SUPPLIED COPY OF SHOW ANNOUNCEMENT AND REQUESTED TO PUBLICIZE THEIR COUNTRY. LATER MAILING WILL INCLUDE INVITATION CARDS AND BLANK ENVELOPES FOR EACH POST TO SEND TO LEADING FOOD BUYERS.

5. ANTICIPATE NEED FOR 30 DISPLAY STANDS. CURRENT NEED IS FOR 21 BUT EXPECT ADDITIONAL PARTICIPANTS. LOOK FORWARD TO RECEIVING COST FOR THESE UNITS SOONEST.

6. EXHIBITOR A.E. CHEW WISHES TO SHOW SEVERAL ONE MINUTE COLOR FILMS IN ARABIC FEATURING DISPLAY PRODUCTS. NEEDS 16 MM PROJECTOR HANDLING COLOR/SOUND ON LOAN OR RENTAL BASIS. COSTS TO BE BORNE BY CHEW.
EAGLEBURGER

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